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YOUR MARKETING

RELEASES



UNITED STATES DEPARTMENT OF AGRICULTURE

Federal Extension Service

Washington 25, D. C.

AEP-164 (11-55)

Preface

Much of the effectiveness of our work in marketing information for consumers is gained through the written word. As with most of our work, we continually strive to improve what we write. There is no standard pattern for our marketing information releases. They vary in length, size, shape, color, and content. Each has its place.

Toward the end of more effective writing, we reviewed releases issued by workers in programs of marketing information for consumers throughout the Nation. Analysis, not criticism, was the purpose of the study. The results appear in this report.

The value of the report to you depends on the use you make of it. We hope you will read it and apply it to your own material. If it is helpful, so much the better. Our interest is in informative, readable releases to make our work as effective as possible.

YOUR MARKETING RELEASES*

Mr. Ellsworth takes the bus.

"Being situated in such a location as I am with reference to Main Street," Mr. Ellsworth stated, "and not particularly caring to cope with the difficult parking situation which appears to become more extreme each year, and not otherwise feeling the necessity of owning an automobile, I find it a real convenience for me to utilize the seemingly efficient public transportation system."

As Mr. Ellsworth says, he takes the bus!

It's the words you choose, not the number of words you use, that make your food-marketing releases informative and readable. It is important that your words say something--in a clear, simple, and interesting fashion. Daniel Webster said, "I don't have time to write a short letter." He meant it is more difficult to find the right words to convey the exact meaning in a short piece than in a long one.

Who are our readers?

We can never learn too much about our audience, but we can try. A piece written for professional workers may not fit consumers. Just as one prepared for dog lovers may not reach butterfly catchers. Topic, style, content, approach--we must study them all in viewing our readers. When we know our audience, let's aim straight and let 'em have it.

What information?

Even the most attractive and most readable release will fall short of its goal if the topic is the wrong one, if the timing is poor, or if the "pitch" misses.

"Why," you ask, "do I write this release?" A good question each time you write one, too. Is it because of season? Or price? Or food value? There's always a reason, "a pitch."

* Prepared by Dr. Carlton E. Wright, Extension Economist in Marketing, Cornell University, Ithaca, N. Y., while on appointment with the Division of Agricultural Economics Programs, Federal Extension Service, Washington 25, D. C., October 1955.

And on what basis do you choose the particular item or items to write about this week? It is more sound to write a story on oranges timed to the supply coming on the market than because you enjoyed your morning orange juice.

That, of course, brings us around to the long-range plan. You can have some fun--make a list of all the food commodities on which you would like to give marketing information to consumers during the year, then--

1. Fit them into the weeks which ought to be most timely.
2. Adjust them to the way consumers spend their food money, i.e., put as many weeks of the year on meat as the proportion of the consumers' dollar is spent on meat.
3. Tie to importance of production and expected supply, nationally and locally.
4. Consider the food values and the teachings of the nutritionists.

and so on. What did you come up with? Why, a longtime plan!

It would help us all to analyze our yearly output by some such criteria, make a yearly outline of topics as a guide, and be ready to shift and juggle as the seasons and weeks roll around. You would never ask yourself, "What will I write about this week?"

This is our story.

In the pages which follow are examples taken from our food-marketing releases. These "pickouts" will show how ideas have been conveyed, good and not so good. See if they help you make your releases more factual, informative, and appealing.

1. Titles are important.

Some tell a story:

It's Cherry Time
Pork Continues Plentiful
Citrus Supplies Increasing
Leafy Greens Usher in Spring
It's Maple Sirup Time
Cheese--a Main Dish Food
Two-in-One Vegetable: Beets
Tomatoes Here Until Frost
Better Buy Beef

Some don't:

Cherries
Pork
Citrus Fruit
Greens
Maple Sirup
Cheese
Beets
Tomatoes
Beef

Some create interest:

Broiler Magic
Cooking and How to Get Out
of It
Bite-Size July Fruits
Barbecue It--Beef, Pork,
Chicken
Juicy Jewels, Those Straw-
berries
There's Romance in Macaroni
Foods
The Can - Can
Along Pork Avenue
Frozen Freshness

Some don't:

Broilers and Fryers
Prepared Foods
Berries and Cherries
Eating Outdoors
Strawberries
Macaroni
Canned Foods
Pork
Frozen Foods

Some leave you guessing:

(Get two, you're normal;
get four, you're a genius;
get six, bet you don't.
Answers on page 4.)

(1) Crisp and Snappy for Summer Meals	(6) Sweet and Juicy
(2) A Vegetable Treat	(7) Belle of the Tropics
(3) Scarlet Pride of the Garden	(8) Champion of the Salad Bowl
(4) Under Glass	(9) Calling All Consumers
(5) Summertime Teammates	(10) The Heart of the Matter

Answers from page 3 (so you thought you were a genius)

(1) Cabbage	(6) Sweet Corn
(2) Tomatoes	(7) Pineapple
(3) Tomatoes	(8) Lettuce
(4) Tomatoes	(9) Milk
(5) Potatoes and Peas	(10) Variety Meats

2. Subtitles can add interest and give information.

These do

Do these?

Tuna is a good catch on the markets now	Supply
Preparing correctly means more food value	Preparation
Preserving in season means lower food costs	Preservation
Storing properly means less waste	Storage
Keep milk at its best	Care
Changing weight? Don't forget the milk bottle	Food value
Pork rates high in food value	Nutritive value
Pick 'em plump	How to buy (broilers)
Milk is a balanced food	Food value
The tomato has a romantic story	Background
Tomatoes star in vitamin C	Food value
Beef prices drop sharply	Prices

3. Specific facts carry more weight than generalities.

These quotes say something

But do these?

"The snap bean supply hit a peak in the area grocery stores in early June and the stringless wonder has been abundant ever since. Prices are now only about one-half what they were during the latter part of May and early June. In late June the average price was down to 14 cents a pound, and it declined to about 13 cents a pound in July. So this is the time to buy supplies for canning, freezing, and table use."

"Beans, Kentucky, are back on the list of interest to consumers. Watch for real savings."

"Some local and California pears are in fair supply."

"Pork prices aropped about 5 cents a pound this week."

"Whatever kind you choose you'll want lettuce that is crisp, fresh, and green; if the core at the root end is firm and light in color, the head is usually of good quality. Remember, too, that wilted and broken leaves are wasteful."

"Watermelon prices have dropped, owing to the large supply from the South. At retail in this week they are selling for about 4 cents a pound below last week's prices, and 5 cents a pound less than average for this month."

"Front quarter of beef is as low in price as you can expect to see it go, according to . If you have a freezer, says , now is the time to put in some nice cuts of beef... Right now there is a spread of about 20 cents between the front and hind quarters. In the wintertime this narrows to about 8 cents... In the summertime, there is less demand for pot roasts and stews, and more demand for steaks, so the front quarter becomes low in price."

" peaches are early. Harvest is expected to start around August 1 (a week to 2 weeks ahead of normal). This year's crop in the State is expected to be $2\frac{1}{4}$ million bushels. This is only an eighth less than in 1954, and places among the leading peach States this year. Freezes took practically all the crop in the Southern States."

"The major change in the meat market this week was a small decline in fresh pork prices."

"Select lettuce of good quality to get your money's worth."

"Head lettuce quality is variable."

"Watermelons are reasonable."

(NOTE: are they ever unreasonable?)

"Both beef and pork may be found in the markets in good supply. You will receive a good value from most any cut you choose for the money."

"There are plentiful supplies of spring lamb on the market. There is a cut of this tender spring lamb for every taste and pocketbook."

"Some local peaches are on the market right now and they'll be around through August. There won't be a large crop of peaches from our own trees because of that spring frost. Nor will there be many, if any, peaches shipped in from the South. Just when the period of greatest abundance will be evident on the market depends on arrival of supplies from northern orchards."

Would you, as a food editor, become excited about this "news" on milk and dairy products?* Would you have missed the information which is bracketed?

This is what was written

May 4 (Dairy product prices remain steady.)

May 11 (Dairy product prices remain steady.)

May 18 (Prices of both eggs and dairy products were about unchanged in the local markets compared to a week ago.)

May 25 (There was no change in dairy product prices during the week.)

June 1 (Dairy products prices made little change.) Milk supplies are large in the area, but dairymen indicate that the peak of supplies has been reached for this year. June is Dairy Month and the dairy industry urges all consumers to use more dairy products during this period.

June 8 (Milk supplies are large and prices of some dairy products are lower--mainly on specials.)

June 15 (Milk supplies remain large, while milk prices are unchanged.) Cottage cheese and ice cream are generally lower priced.

June 22 (The supply of dairy products remains large.)

This is how a reader might react

"Steady is a wholesale market term. Does it mean much to consumers? Steadiness in a man is a favorable trait; is it in a price?

About unchanged?

Why not "June is Dairy Month" first? They'll never discover it so far down in the paragraph. Why not ..."urges homemakers to take advantage of these plentiful, nutritious dairy products?"

Which products are lower in price? And lower than what? What are "specials"?

Lower priced than what?

* The market situation on dairy products during the May-July flush season, as reported week by week in one weekly food-marketing release.

June 29 (Milk production continues to decline, while prices hold about unchanged at retail.) Nothing has been said about it starting to decline, yet here the decline continues. About unchanged? Did they or didn't they?

July 6 (Milk dealers report no change in consumer milk prices. Apparently the dealers are holding the present price until some action is taken on the proposed Federal Milk Marketing Order.) This editorial comment in itself seems to add little. If it is worth mentioning it is worth enough space to tell the story.

July 13 (Dairy products, with few exceptions, are unchanged.) What are the exceptions? Which ones? And how much did they change?

July 20 (Indications point to a Federal Milk Market Order effective in latter summer or early fall in the market. It is doubtful if prices to consumers will change before the order is effective.) Does this editorial comment add to the information?

July 27 (Milk and dairy product prices are unchanged from last week.)

Aug. 3 (Dairy product prices are unchanged from last week.)

4. Active voice and "personalized" words make writing readable.

We are told to use the active voice when we can. Also, to use personal pronouns and personal words--to make the writing interesting and readable. Here are examples of both; all came from our current food-marketing releases.

Active voice, "personalized."

"You'll find plenty of apples on the market this week."

"Winter varieties outdo their summer cousins in food value. They have almost twice as many calories as summer squash. They also have more vitamin A than summer varieties."

"You will not want to neglect it, for it's low in cost and low in calories."

"Most of you go window shopping for new clothes occasionally ...
But do you ever look around in your food market?"

"Even if you have a firm grip on your purse strings, you can
find reasonably priced cuts of beef these days."

"Last year we ate a record of 79 pounds of beef per person ...
There are several reasons why we have all this beef to bargain
for."

Passive voice, "impersonal."

"Attention is focused on apples this week."

"Squash is baked, steamed, fried, and boiled; and is delicious
whichever way it is prepared."

"Meat is something that most people like and have long
considered one of the most important food items to buy."

"Pancakes can be prepared as readily as toast for breakfast."

"One of the products of this large market is beets, for fresh
market as well as for processing."

"Fresh condition of the leaves alone should not be considered
as an indication of the quality of the beet."

"The less tender cuts of beef should be cooked with moist heat.
This should be done ..."

5. Do you use long sentences and big words?

Long sentences can usually be broken into short ones. Not all sentences
have to be short, either. But don't you like to read short sentences
best? Try these for size--

"Now is the time when the homemaker can have more beef for
her family if she will acquaint herself with the variety
of less expensive cuts on the market and the many interesting
ways to use them." (37 words)

"Because 52 percent of the total carcass weight is in the front quarters, and this part of the dressed carcass contains a higher proportion of the less expensive cuts, the homemaker can stretch her food budget dollars and at the same time give her family a wide variety of very nourishing meat meals by buying such pieces." (56 words)

"Scattered among all this, sometimes in the towns and otherwise in the midst of the crops, are the grain elevators, the canning and freezing plants, the cheese and condensed milk factories--innumerable establishments, both large and small." (37 words)

5. Do you shun the "tion" and avoid the "ing"?

They say frequent use of these two forms of words make copy less readable. Usually the same thing can be said in a simpler fashion without either. Here are some examples--how would you restate them?

"The present average meat consumption figure would be even higher if each individual were including in his diet the recommended amount of animal protein."

"Starting with a few now and moving into the peak season later in September, the food shopper will find those sweet, juicy pears that everyone likes increasing in quantity and quality."

"There are additional personal factors that enter into this selection..."

"A larger-than-normal supply of fryers is expected this week in preparation for the Labor Day holiday."

"The general appearance is usually a good indication..."

"Lime production is estimated to be at least 5 percent larger..."

"Some of the new foods now attracting attention include..."

"Quick-frozen southern fried chicken is being tested in a few markets."

"... crisp green beans are leading the food parade."

"Loaded with vitamin A, interesting and appealing ..."

Here are some short, easy sentences which shun the "tion," avoid the "ing"; use active verbs, and tell something.

"Beans age rapidly on the vine."

"Sweet potatoes provide vitamin A."

"Handle eggs carefully."

"Bone the beef for economy."

"Americans like beef."

"Fresh plums join the fruit basket."

"All signs read, A Good Supply of Beef."

"Open your doors. Spread the welcome mat. Cabbage is here."

7. Do you give credit to those who give you information?

Credit to others is a good way to inform them of your activities, enlist their support, and often it lends authority to your material. Most people like to give advice and like to see their names in print.

"Chicken is an excellent source of protein. Dr. ____ of ____ University points out that on an energy basis poultry meat ..."'

"Many Americans are being fooled by food misinformation ... Dr. ____, scientific director of Nutrition Foundation, Inc., says, 'Food faddists do a 500 million dollar a year business ...'"'

"This year's maple sirup crop is of the finest quality, according to ____, ____ State university entomologist."

"Director ____ of the Department of Agriculture says that this year's crop in the State is expected to be $2\frac{1}{2}$ million bushels."

"Mr. ____, secretary-treasurer of the ____ Celery Promotion Association, Inc., announces that supplies of mature Pascal celery will not be ready until probably about July 15, in volume."

"Professor ____, extension economist in vegetable marketing at ____ University, gives several reasons for these conditions."

"Miss ___, food specialist at the University of ___, suggests this popular favorite and gives a recipe . . ."

"Mr. ___, farm adviser of ___ County, gives the following report: 'Cherry picking will start in the ___ section this week, but the peak will come about the middle of June.'"

8. Do you document your information?

Of course, it isn't always necessary or desirable to give your specific source. Footnotes cut down readability. But sometimes it is a good idea.

"Many so-called easy-blanching or self-blanching varieties have appeared in the past 50 years. Generally, these self-blanching varieties are inferior . . .^{1/}

^{1/} National Geographic Magazine. August 1949. p. 185.

"Freezing Blueberries." ^{2/}

^{2/} Home and Garden Bulletin 10, Bureau of Human Nutrition and Economics, U. S. Department of Agriculture, Washington, D. C.

"Banana Milkshake." ^{3/}

^{3/} National Dairy Council, Chicago, Illinois.

"Yield of Canned and Frozen Snap Beans from Fresh Beans." ^{4/}

^{4/} USDA Agriculture Handbook 16, Planning Food for Institutions, and Journal of the American Dietetics Association, February 1952.

9. Do you check your stencils?

Here are some slips which weren't caught--

"Excellent quality bluebeggies are available at reasonable prices."

" . . . pressure-cooked pork chops for quick dinners, bacon for breakfast."

"Supplies of celery, carrots, dry onions .. have increased."

Yield of Canned and Frozen Beans ... "

"The Indians are known to have used summer squash ..."

"... juicy pears that everyone likes ..."

"Bear Lake Raspberries are on the market."

10. Do you "dress up" your release?

There are many ways to make our releases attractive and acceptable. You have seen releases from others. Get any ideas? A check on releases as a group indicates:

a. Color helps.

There are several ways--all are in use.

use of colored paper
use of colored ink
colored masthead
colored illustrations

b. Drawings add interest.

Make them tell part of the story. Watch out for the overly "cute" type; sometimes they get so "cute" they miss the point. Choose simple drawings of suitable size.

c. Neat appearance helps.

Releases need not be printed--most aren't. But whatever means you use, the result should be neat and readable. Sometimes a neater job will result when you use a heavier grade of paper, especially if you mimeograph on both sides of the page. Most of us try to get too much on a page which usually detracts from the appearance. Maybe an extra sheet is worth it. After all, we took a lot of time to produce our product, isn't it worth time and effort to market it?

✓ C H E C K Y O U R R E L E A S E

If you wish to study your own release, here are some points to consider.

1. Purpose

Check
Yes or No

A. Is your release written for--

extension workers?
editors?
homemakers?
others?

B. Is it used mainly--

for rewrites?
as is, without rewriting?
by others working with consumers?
by homemakers themselves?

2. Appearance

A. Does your masthead--

indicate the purpose of the release?
attract attention?
tell who provides the information?

B. Does your release--

invite reading?
appear neat and well duplicated?
have an attractive layout?
(white space, short paragraphs,
subheads, wide margins)

3. Planning

A. Does your release--

have a "pitch" each time?
contain up-to-the-minute market
information?
come out ahead of peak supply to
allow time for rewrites?
get to the user at the best time of
the week to be most useful to him?

B. Are your release topics--

planned on a long-range basis?

(3, 6, or 12 months ahead)

chosen in accordance with their
importance to producers as well as
consumers?

4. Content

A. How often does your release include agricultural and economic information, such as--

	<u>Often</u>	<u>Seldom</u>	<u>Never</u>
national supply	—	—	—
local supply	—	—	—
outlook	—	—	—
wholesale price	—	—	—
retail price	—	—	—
price trends	—	—	—
seasonality	—	—	—
fresh foods	—	—	—
canned, frozen, or dried foods	—	—	—
romance or historical background	—	—	—
trends in marketing practices	—	—	—
marketing processes and costs	—	—	—
handling and production costs	—	—	—
who gets the food dollar	—	—	—

B. How often does your release contain home economics marketing information on such things as--

how to choose	—	—	—
how to care for and store	—	—	—
how to use	—	—	—
how to prepare	—	—	—
how to preserve	—	—	—
food value information	—	—	—
cost comparisons or cost per serving	—	—	—
recipes	—	—	—
substitutes in the meals	—	—	—
results of new research	—	—	—

Glance back over the checklist. Do you see places you need to emphasize?

HOW YOUR WRITING REALS*

We tested the readability of recent consumer marketing information releases from some 20 States by the Flesch Readability Formula. Here's what we found:

- The average reading level of the releases tested was standard (8th - 9th grade).
- Three-fourths of the samples tested checked out from 7th to 9th grade reading levels--levels that are comfortable reading for average readers.
- Many of your easy-to-read samples were in the opening paragraphs of your releases. That's good; easy-openers bait readers to read further.
- Only one-fourth of the samples checked out at high school and college reading levels--levels that are apt to be over the heads of average readers.
- In the samples tested, the sentence length, the syllable range, and the personal references per 100 words ran as follows:
 - Most sentences averaged from 15 to 17 words (they ranged from 9 to 33 words average length).
 - Syllables ranged from 134 to 179 syllables per 100 words.
 - Personal references ranged from 0 to 15 words per 100 words.

Here's the summary:

<u>School grade</u>	<u>Number of samples</u>	<u>Percentage of samples</u>
College	2	10
High school	3	15
8th-9th grade	10	50
7th grade	5	25
Total	20	100

* Analysis made by Mrs. Amy Cowing, Extension Analyst, Division of Extension Research and Training, Federal Extension Service, United States Department of Agriculture, Washington 25, D. C.

Average reading ease score of the samples tested was 60.03-- standard. Standard (60-70 score) is at the 8th-9th grade reading level--on a par with Reader's Digest. Standard samples have sentences with a range of 17 to 19 words average length, a syllable range from 147 to 150 syllables per 100 words, and a personal reference range from 5 to 7 personal words.

HERE'S WHERE YOU COME IN

here are the average figures for the releases tested (column 1), and the range of scores on these releases (column 2). On your copy of this report we have entered the score of your release, if it was among those tested (column 3).

	1	2	3	4
Average score of 20 releases	: Range in score of 20 releases	: given	: Your score of your release	
Average sentence length in number of words	: <u>15.5</u>	: <u>9-33</u>	: _____	: _____
Average syllables per 100 words	: <u>151</u>	: <u>134-179</u>	: _____	: _____
Personal references per 100 words	: <u>1.8</u> <u>8-9</u>	: <u>0-15</u>	: _____	: _____
Grade and reading ease	: <u>standard</u>	: _____	: _____	: _____

You'll be interested in checking your release, too. The information given on page 17 tells you how to proceed. After you have finished, enter your figures in column 4, above. Now you can compare your results with those of the single sample of your release which we studied, and with the average of all the releases tested. You can see how your writing stacks up with that of your colleagues in the field.

On page 18 is a table worked out by Dr. Rudolf Flesch to check the difficulty of your writing without figuring the mathematical score by his formula. "Standard" is what the average American can read easily. The average adult in the United States has had about 8-9 years of schooling. (Reader's Digest uses the 17-word average sentence length as a standard of what an average adult can read easily.) Check the figures for your release with the table. If they fall to the right of the circles on any one of the three lines, you may wish to see what you can do to "swing them back to the left."

Do I hear someone say, "But we write for professional workers, not the average American." So we do, some of us in some of our writing. But let's see now, you're a professional worker. What do you like to read best--long sentences, big words, long paragraphs, fine print--?

CHECK HOW YOUR WRITING READS*

Here's a quick way to estimate how easy or how hard your writing is to read. Take a 100-word passage. Start at the beginning of a paragraph. Make a pencil mark after the 100th word. Count as one word all groups of letters or numbers that are completely surrounded by white space. For example, count each of the following as one word: 1289.65; 1950; e.g.; C.O.D.; couldn't.

Count the number of syllables in these hundred words. Count syllables the way you pronounce them, e.g., count asked as one syllable. To save time, count all syllables except the first in all words of more than one syllable; then add the total to the 100 words in your sample.

In the 100-word sample, figure the average sentence length. Sentences don't always end at the 100-word mark. Find the sentence that ends nearest the 100-word mark. (That may be at the 96th word or the 107th word). Count the number of sentences up to that point and estimate the average sentence length for the sample.

In counting sentences, follow each unit of thought rather than punctuation; usually sentences are marked off by periods, question marks, or exclamation points; but some times they are marked off by colons or semicolons--like this one. (Count this multiple sentence as three sentences.)

In the 100-word sample, count words that refer to people, names of people, and personal pronouns.

*From material prepared by Mrs. Amy Cowing, Extension Analyst, Division of Extension Research and Training, Federal Extension Service, United States Department of Agriculture, Washington 25, D. C.

(This is Dr. Flesch's formula:)

Reading Level	Very easy	Easy	easy	Standard	hard	Hard	Very hard
	5th grade	6th	7th	8th-9th	H. S.		College
	and under	grade	grade	grade	(3 yrs.)	College	graduate
	:	:	:	:	:	:	:
Average sentence length in words	8	11	14	17	21	25	29
Syllables per 100 words	127	134	142	150	158	166	175
Personal references per 100 words	19	14	10	6	4	3	2
Typical magazines	Comics	Pulp, Comics	Coll-ier's, True Story, Ladies Jour- nal	Reader's Digest, Time, Home	Atlantic Monthly, Harper's	Schol- arly, Yale Review	Scientific and Professional

(The following are two samples according to Mrs. Cowing's analysis)

TWO SAMPLES --fairly easy

Here are 7th grade samples of releases from two States.

Sample 1

Sentences average 22 words. First 100 words have 134 syllables, 17 personal words (underscored), and 1 personal sentence (2d sentence).

Aunt Kate has always had a flair for managing things.

Chances are, that if you were to see her sitting on her porch in the cool of the morning, you might wonder about the state of her house. Actually, she's just using the morning's coolness to do her planning for the day. She is really working without motion, for as she plans, she's thinking of food preparation before she even goes to market.

These days Aunt Kate cooks several kinds of foods all at one time, and she's letting her refrigerator serve as a bank of ready-to-serve foods as well/ as doing part of the food preparation job for her. /

Sample 2

Sentences average 10 words. First 100 words have 141 syllables; no personal words or personal sentences. (You communicate clearly without personalizing when your sentences and words are short).

Rice is economical; rice is versatile; rice is easy to prepare. Like other cereals, rice supplies food energy at relatively low cost. Rice is versatile in that it can be used at any meal. For breakfast, it is used as a cereal with plenty of fruit and milk. At lunch, rice combines with

other foods in casserole dishes, souffles, or in desserts.

Rice is an excellent stuffing for meat or fish and is useful in extending meat or fish for dinner meals.

Rice is of two general types--short grain and long grain.

100 words

Long grain varieties sometimes cost slightly/ more than ~
104 words
short grain./



